Stakeholder Types

# Theoretical frameworks

### Latent, expectant, derivative

Mitchell et al. (1997) describe eight qualitative classes of stakeholders based on combinations of power, legitimacy, and urgency:

Table : Seven stakeholder types and three classes defined by combinations of power, legitimacy, and urgency (Mitchell et al., 1997). The three classes are determined by whether a stakeholder has one, two, or all three characteristics.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Type** | **Characteristics** | **Class** |
| 1 | Dormant | Power | Latent |
| 2 | Discretionary | Legitimacy | Latent |
| 3 | Demanding | Urgency | Latent |
| 4 | Dominant | Power + Legitimacy | Expectant |
| 5 | Dangerous | Power + Urgency | Expectant |
| 6 | Dependent | Legitimacy + Urgency | Expectant |
| 7 | Definitive | Power + Legitimacy + Urgency | Definitive |

# Empirical frameworks

Airline industry stakeholder groups identified in an economic model estimating value creation (Lieberman, Garcia-Castro, & Balasubramanian, 2017):

* Customers,
* Fuel suppliers,
* Other suppliers,
* Shareholders and other capital providers, and
* Employees

Stakeholder groups essential to a firm's survival (Tantalo & Priem, 2016):

* Customers
* Financiers (including shareholders
* Suppliers
* Employees
* Communities

Tantalo & Priem (2016) provide guidance on two questions: (1) how to identify *ex post* how much stakeholder synergy a firm exhibits in its strategic choices and (2) how to identify *ex ante* whether a firm has opportunities for across-stakeholder complementarities (Tantalo & Priem, 2016, pp. 322–323). They use a utility-function approach and argue each stakeholder group has different utility functions but it is possible for firms to find strategic actions that increase multiple stakeholder utilities without decreasing any. The following strategies are thus available to firms:

* Customer-oriented business strategy,
* Supplier-oriented,
* Employee-oriented,
* Investor-oriented, and
* Community-oriented
* [No government/regulatory or activist/monitoring]

Tantalo & Priem (2016) identify the following stakeholder groups in the example analysis of Southwest Airlines:

* Customers
* Employees
* Investors
* Suppliers
* Communities

Tantolo & Priem (2016) identify the following stakeholder groups for Ferrero:

* Suppliers of high-quality chocolate
* Communities around chocolate-producing suppliers
* Consumers